(a) whether it is a fact that the Cabinet has approved a proposal to extend the deadline for review of uplinking policy for existing news and current affairs TV Channels by three more months from the 1st January, 2005;

(b) whether it is also a fact that the acceptance of the proposal by the Cabinet needs amendment to the guidelines on the subject;

(c) if so, the details of the guidelines required to be amended;

(d) whether any consultations have been held with the other Ministries concerned in this regard; and

(e) if so, the outcome thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) The Government has extended the deadline upto 30th September, 2005 for the existing news and Current Affairs TV channels to comply with the eligibility criteria of the Guidelines for uplinking of news and Current Affairs TV Channels from India. All the concerned companies have been asked to conform to the prescribed criteria by 30th September, 2005.

(b) to (e) A proposal to review the uplinking guidelines for private TV channels is under consideration of the Government.

Advertisements of cosmetic items on TV channels

2706. SHRIMATI. SUSHMA SWARAJ : Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether advertisements of several cosmetic items glorifying fair colour do not encourage apartheid policy;

(b) if so, the reasons for granting permission to telecast such advertisements on TV channels; and

(c) whether Government would take any step to ban such advertisements or to telecast them in modified form?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (c) Fairness creams are advertised on TV channels but they are not permitted to be derogatory to any skin complexion. However, in 2003, a complaint from NHRC was referred to the Ministry and the advertisement was prohibited from being transmitted. Reference was made to ASCI also. ASCI informed that HLL withdrew this advertisement. Thereafter, this was not telecast for a long time and then HLL brought new amended version. Fairness creams continue to be advertised on TV but so long as they are not derogatory to other complexions, they cannot be stopped from being advertised.

While no specific permissions are given for the broadcast of advertisements, complaints received against contravention of the Advertising Code prescribed under the Cable Television Networks (Regulation) Act, 1995 are enquired into. The Code, *inter alia,* provides that advertisements carried in the cable service shall be so designed as to conform to the laws of the country and further provides that no advertisement shall be permitted which derides any race, caste, colour, creed and nationality.

Package for cinema industry

2707. SHRIMATI S.G. INDIRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government are considering to announce a bail out package for the cinema industry;

(b) if so, the details thereof;

(c) whether Government are also considering to introduce a uniform system in all the States to reduce the cinema ticket rate to Rs. 40/- or below; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI S. JAIPAL REDDY): (a) to (d) No, Sir. 'Cinema' except 'certification of films for public exhibition' is a State subject.

As per the latest industry reports, the Indian film industry is expected to grow by 18% per annum compounded annually over the next five years.